



# NZIE



# CREATING VIDEO FOR SOCIAL MEDIA

3-Day STAR Course 2020

# GET A TASTE OF THIS UNIQUE & CUTTING EDGE CAREER OPTION

## Why study social media video marketing with NZIE?

This future-focused and creative programme is delivered at our Takapuna Campus by industry professionals and its applied nature allows learners to immerse themselves in the current practices of leading digital marketing professionals.

### COURSE CONTENT

Social media marketing is one form of digital marketing and focusses on creating content and using social media platforms and websites to attract the attention of customers through social networks to promote products and services. Most of these social media platforms have their own built-in analytics tools which enable businesses to track progress, success and engagement with ad campaigns.

On the completion of this course, attendees will understand:

- Learn how to make and edit a video for your social campaign
- How social media marketing interacts with other tools and marketing approaches
- The principles of engagement and how to achieve this across various networks
- How to develop a social media marketing campaign
- A range of career opportunities in digital marketing both in New Zealand and abroad



### NZIE's Introduction to Creating Video for Social Media will introduce learners to social media platforms and tools used today by leading marketing and digital marketing professionals.

It will also focus on how to engage with markets via social media, and how to apply these skills in the development of a social media marketing campaign.

It is particularly suited to learners with a 'can do' attitude who are curious to explore the latest digital marketing practices and love engaging with social media. Learners will be encouraged to bring and interact with their own mobile devices – mobile phones, tablets and/or laptops.

The programme is to be led by an experienced digital marketing tutor and will include industry guest speakers who own and run their own successful digital marketing businesses in New Zealand.

### COURSE OVERVIEW

This course is a 3-day workshop, which will run from our Takapuna Campus.

#### When is it?

July 15th, 16th & 17th 2020  
Wednesday, Thursday & Friday.

#### Where is it?

NZIE Building  
62 Anzac Street, Takapuna.

#### What time?

Each session will begin at 9:00am and finishes at 3:00pm

#### What is the cost?

\$240 including GST per student

#### What do I need to bring?

- NSI Number
- Material for keeping notes
- A mobile device (mobile, tablet or laptop)
- Energy and enthusiasm
- Lunch (student lounge is available with kitchen facilities), or
- Money for lunch (close to mall and food outlets)

#### Booking Process

Documents to be processed within a fortnight and the hard copy will be sent to each school STAR liaison/ coordinator. At the completion of the programme the school STAR liaison/ coordinator will be issued with an NZIE Certificate of Attendance, STAR attendance list, NQF form for Records of Achievement (if NZQA credits are issued) and student survey.

#### How do I book?

Get in touch by phone or email  
info@nzie.ac.nz or +64 9 4896205



www.nzie.ac.nz



info@nzie.ac.nz



09-489-6205



## CAREER PATHS

- Social Media Marketing Strategist
- Social Media Coordinator
- Social Media Content Manager
- Digital Marketing Advisor
- Data and Web Traffic Analyst
- Web Properties Marketing Manager
- Application Designer
- Digital Marketing Campaign Designer
- Online Marketing & Social Media Specialist
- Search Engine Optimisation Strategist
- SEO Dignostics Consultant
- E-Commerce Consultant
- Internet Marketing Manager
- Web Marketing Specialist
- Online Marketing Analyst

## COURSE BOOKINGS:

- For any questions please get in touch by phone or email [info@nzie.ac.nz](mailto:info@nzie.ac.nz) or +64 9 4896205
- Alternatively, we are happy to come out and see you or your students in person.



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